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HANDBOOK ON BRAND AND EXPERIENCE MANAGEMENT. The Center partnered with Edward Elgar Publishing to edit and publish the first ever Handbook on Brand and Experience Management (released January 2009), drawing together the interdisciplinary research of leading academics worldwide, and a selection of global brand practitioners.. The Handbook can be purchased here.

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This important Handbook explores new and emerging directions in both brand management research and practice. It encompasses a diverse set of approaches including the latest academic research offering new frameworks for understanding brand management, the researcher's perspective on current tools in practice by brand managers, new research and conceptual frameworks for understanding and ...

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